

Jewish Senior Living

2017/2018



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THOUGHT-PROVOKING

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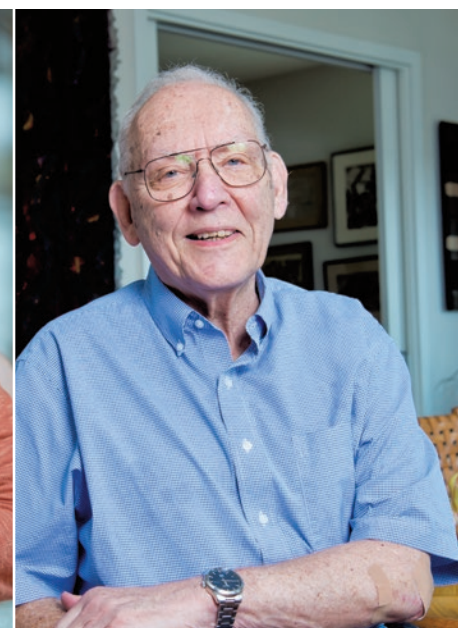
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PUBLISHER'S DESK



It is once again my great pleasure to bring you our annual magazine. As in the past, this year's edition is full of features and information about life at the Jewish Home of San Francisco and Moldaw Residences – and beyond.

We hear from president and CEO Daniel Ruth, who shares his points of view about our healthcare system, and his first-person viewpoints about the extraordinary project now under way on our San Francisco campus, which will transform the Jewish Home into a broad spectrum of services and residences for people as they age. We could not be more excited about this giant step ahead, as David Friedman, who is leading our comprehensive campaign, and Arlene Krieger, chair of our Foundation, will tell you inside.

I am always gratified by the commitment of our Jewish Home supporters, volunteers, and staff. There are several articles in this issue that will inspire you as well. You will read how Phyllis Friedman and her family have been committed to and connected with the Jewish Home for generations, and how a group of 20 youngsters connected with our residents. And you

will learn how a bequest from Patricia Greenhood, in memory of her husband, will honor him as it ensures more seniors can benefit from the expertise of the Jewish Home.

Programs and people continue to invigorate and promote our mission to enrich the lives of older adults. Volunteer Jane Phillips' real pet, Teddy, trots through the Home's corridors and into hearts, while animated pooch, Harry, does wonders for his human. A working group from the established partnership between the Jewish Home and UCSF traveled on fact-finding missions to inform a bold strategic plan for Jewish Home-based research, whereas Phyllis Koestenbaum put down her roots when she took up residence at the Home. Articles on our short-stay rehabilitation and psychiatric programs attest to their long-term benefits.

We all agree that Moldaw Residences is an exceptional place. You will discover some of the exceptional members of this community who pass on their knowledge in a stimulating monthly lecture series.

We have a lot more to share with you. I hope you will delight in and profit from what you read. As always, if you would like more information about any of our stories, or about the Jewish Home or Moldaw Residences, I hope you will contact me.

Thank you for being an involved and caring part of our organization.

With warm regards,

A handwritten signature in cursive script that reads "Sherie".

Sherie Koshover
Publisher

ON THE COVER

"A constant cheerleader" is how Phyllis Friedman modestly describes her involvement with the Jewish Home. Read about how much more she and her family are connected with and committed to the organization on p. 20.

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JEWISH SENIOR LIVING MAGAZINE 2017/2018

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NEW NAME SAME HIGH-QUALITY CARE SAME POWERFUL MISSION

For more than 146 years, the Jewish Home of San Francisco has been providing care, services, and programs to our community's older adults, including our most vulnerable.

As we move forward with realizing our vision – which includes the transformation and redevelopment of our Silver Avenue campus into a contemporary continuum-of-care and service network – we realized that we needed a new name, one that reflects empowering older adults to age as they want, in an engaging and purposeful way.

We are proud to announce that we are now
San Francisco Campus for Jewish Living.

We believe our new name better reflects the essence of community engagement and supports a holistic approach to the care and well-being of older adults.

The Jewish Home name will be retained, however. As it will continue to play a vital role with reference to all the care and services provided in both our skilled nursing and short-stay rehabilitation units, it will henceforth be known as Jewish Home & Rehab Center.

Even as we take on our new name, San Francisco Campus for Jewish Living, we remain dedicated to the same high-quality care and commitment to our older adults. We embrace the opportunity to do so to an even greater extent now through our much broader spectrum of living and community-based options that will support thousands of older adults and their family members each and every year, both on our campus and in their own homes.

Disclaimer: For this issue of *Jewish Senior Living* magazine, we will continue to use our traditional references – Jewish Home of San Francisco and Jewish Home. Next year's issue will lay full claim to our new name, San Francisco Campus for Jewish Living, on which Jewish Home & Rehab Center, our acute geriatric psychiatry hospital, and the new Lynne & Roy M. Frank Residences and Byer Square are located.

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

 Jewish Senior Living Group

THERE ARE BETTER WAYS TO SHORE UP OUR HEALTHCARE SYSTEM

When Senate Republicans were considering the so-called “skinny repeal” of the Affordable Care Act (ACA) in mid-2017 – their efforts to pass a stripped-down version of an Obamacare repeal measure – I kept asking myself why our legislators were in such a rush to pass healthcare reform and health insurance legislation, and why so many of our elected officials, our supposed advocates, were doing so in a disingenuous manner. I kept thinking that this was not thoughtful, rational, nor legitimate behavior, especially since these vital decisions impact all of us, as well as affect over 20 percent of our economy. I kept wondering why we could not dial down the rhetoric and finally have a deep and definitive conversation by and among ourselves, not one led by many self-serving politicians who are more interested in the “win” rather than the very real needs of our fellow Americans all across this great country.

Many politicians and people do not realize that Medicaid (known as Medi-Cal in California) pays for two out of three people in nursing homes. Medicaid also pays for older adults and people with disabilities with less severe conditions. Thirty-seven million children nationwide – more than half of all Medicaid recipients – are covered by the program. Medicaid covers pregnant women with limited resources in most states, and pays for almost half of all births in our nation. Medicaid pays for a good part of the mental health and substance abuse treatment provided in our country, a critical need that cannot be highlighted more than by the raging opioid crisis.

If the proposal to repeal and replace the Affordable Care Act had advanced, it would have cut health insurance coverage and phased down or phased out the state Medicaid expansion. But perhaps more importantly, that bill significantly goes after the Medicaid program generally. Like the House-passed bill which was sold under the cloak of “reform,” the Senate bill would have capped the federal share of Medicaid, cutting hundreds of billions of dollars over time and permanently ending the original, 50-year-plus federal



guarantee of health care for the poorest, most vulnerable Americans. In fact, based on a “score” by the nonpartisan Congressional Budget Office, the Senate bill would not lead to better care. Instead, it would cause somewhere between 16 and 22 million people – including 15 million Medicaid beneficiaries – to lose coverage and a \$772 billion cut to the federal share of Medicaid over the next decade.

If cuts to Medicaid of this magnitude were ever to be implemented, states will not be able to afford to fill the resulting gap themselves or find efficiencies that generate savings this large. Nor can philanthropies, such as individual donors and Jewish federations in many states, make up the difference. The result will be fewer people protected by Medicaid, and major cuts to critical services that are helping children stay in good health and attend school, older adults age with dignity in nursing homes, and people with disabilities live and work in their communities.

Through organizations such as the Jewish Home of San Francisco and Jewish Senior Living Group, the Jewish community helps provide for a large network of nonprofit hospitals, nursing homes, mental health and substance abuse treatment clinics, and group homes throughout the country. These vital organizations care for both Jewish and non-Jewish people on Medicaid who live in our communities. Many of these organizations would be devastated by provider-rate cuts of the magnitude that would ensue under the Senate and House proposals. Many would be forced to pare back their services, turn away Medicaid patients, and eliminate jobs. Some of them would even be forced to permanently close their doors.

Capping Medicaid does not improve care or access. Nor does it lower costs. It simply passes the buck to individual states, and ultimately to our nation’s most frail and vulnerable and the providers that serve them. Slashing the federal government’s financial commitment to Medicaid on the backs of the poor, with a contemporaneous wealth transfer to the wealthy, is not reform. It is a horrible shame.

I respect the fact that the (albeit heavily flawed and thus in need of reform) ACA endeavors to address an almost intractable problem in American healthcare life: a significant portion of our fellow citizens do not have access to affordable health care. I honestly cannot fathom why, in this day and age, we do not want this for all. I do not understand how there can be any debate over whether access to affordable and reasonable levels of health care for all is a right or not.

The instincts of the ACA – ensuring that our fellow Americans who are in need have the right to access, the right to actually

receive basic, reasonable, high-quality health care on a timely basis – feel right to me.

Our current health-delivery system incorrectly rewards “volume” through fee-for-service payments and/or cost-based reimbursement models. Little focus is given to real and perceived value, or to qualitative, clinical and cost-effective economic outcomes. This, among other things, must change. While there are discussions of “value-based health care,” until we truly move to a system that focuses on consumer/patient/resident value, we will not enable the kind of bottom-up innovation and change necessary to “fix” the system, to focus on health education, prevention and measurable outcomes, and wring out unnecessary and unwanted costs.

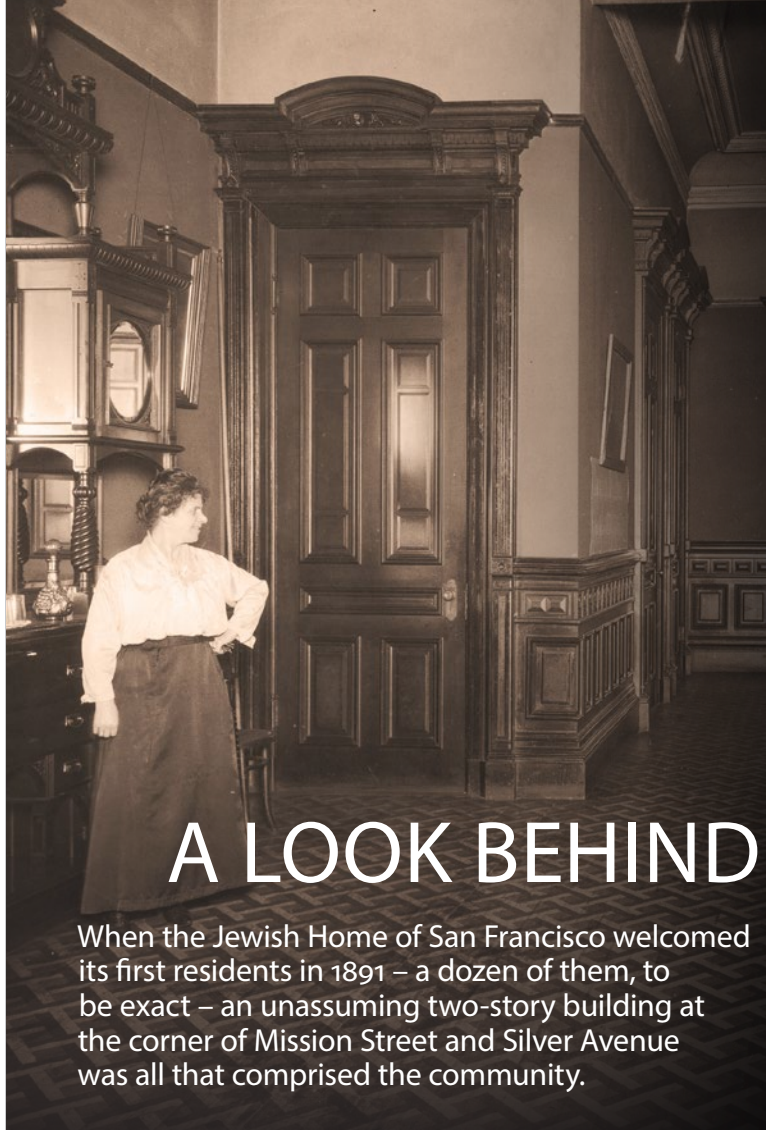
Through iterative conversations we must get to consensus on those attributes and characteristics that best define our future healthcare-delivery system. I choose to believe that there is an actual, achievable agreement on what those characteristics should be, and that there are a core set of reasonable healthcare services that are a right, and should be accessible by and to all.

Should we not objectively evaluate the positive aspects of other countries’ systems that provide universal health care and stop maligning their set-ups through silly name-calling? Should we not stop letting one president’s ego regarding what the healthcare system should be called get in the way of all those who can directly benefit by a comprehensive health-delivery system? Instead, can we not just focus, and ultimately agree, on a core set of values and principles that should imbue our healthcare system, and facilitate its availability and access to all?

Closer to home, I am energized to continue to work with everyone in our organization. Collectively, we are dedicated to providing the highest quality of care and services to ensure the very best resident and patient experience for those who need and seek our assistance. Contemporaneous with this, though, we must advocate for a new and better healthcare-delivery system, one in which all our fellow Americans across the nation can have access to the type and quality of care that we enjoy here in San Francisco. ▣



– DANIEL RUTH
*President & CEO
Jewish Home and Jewish Senior Living Group*



A LOOK BEHIND THE FRONT DOOR

When the Jewish Home of San Francisco welcomed its first residents in 1891 – a dozen of them, to be exact – an unassuming two-story building at the corner of Mission Street and Silver Avenue was all that comprised the community.



While it may be clichéd to say a century-plus has dramatically changed the Jewish Home's landscape, there is nothing trite about stating that time has left its foundational belief – to help older adults live, grow, and flourish – untouched.

The Jewish Home has embarked on its most pivotal chapter yet: a \$140-million investment, 270,000 square feet of new construction – all translating to nearly 200 assisted-living and memory-support units, located in the Lynne & Roy M. Frank Residences, and Byer Square, a one-stop hub of services geared to connect even more Bay Area seniors and their families with the professionals and programs they need and want.

The man guiding this vision is Daniel Ruth, president and CEO of the Jewish Home for the last 15 years. *Jewish Senior Living* sat down with him to discuss how his three decades in the senior-living field have prepared him for this endeavor, what challenges a new generation of older adults will bring, and how this transformation will help breathe new life into one of San Francisco's oldest and most historic districts.

Jewish Senior Living: In your opinion, what shapes a good leader?



Daniel Ruth: I'll use the pro ice hockey player Wayne Gretzky analogy. He had an ability to see around corners. He'd make passes to where players would be, not where they were. He anticipated their movements on the ice. In health care particularly, you need to be a visionary.

I aspire to be this. With all the economic, funding, and regulatory challenges, it's trying to sort through where the world is going. You have to think through all the different trends and figure out how we can design a health-delivery system that assists and supports healthy aging.

What business leaders or companies do you admire?

On my desk, I have four bobbleheads of people I admire and respect. One is Steve Jobs; his focus resonates with me. I've been using Apple products for 40 years. When the iPhone came out 10 years ago, there were other smartphones that all had different components, but the iPhone merged those existing technologies and changed the entire user experience. What I think will be transformational about Byer Square – and how it's analogous to the iPhone – is that we're going to change the end user's experience by collating various programs and services on one site. The other three bobbleheads are Albert Einstein, Sir Isaac Newton, and Michelle Obama.

How will the Jewish Home meet the need for lower- and moderate-income seniors?

Six or seven years ago, we had an original vision for an entry-fee community model. Unfortunately, this model primarily catered to the upper-middle and upper classes, leaving behind those moderate- to lower-income seniors. This caused us to completely shelve this approach and move to a purely rental product. We want to serve a much broader swath of the community, to build a product that is within reach of the moderate-income demographic.

The Lynne & Roy M. Frank Residences, our assisted living offering, will be priced to align with middle-income seniors. We're adding tens of millions of dollars to our Jewish Home & Senior Living Foundation to support the most financially vulnerable in our community. This means our residences and services will be within reach of everyone economically.

How does your model help protect you from trends or policy decisions outside your control?

One of the reasons we moved away from an entry-fee product and smaller consumer base was to help insulate ourselves from economic downturns and things outside our control. We also feel the design of our residences, and their size and price, will appeal to a larger portion of the community.

When I started with the Jewish Home 15 years ago, we were one of the largest Medicaid skilled nursing providers in North America – 90 percent of our funding came from Medicaid/Medi-Cal. By having all our eggs in one basket, it was very difficult to withstand funding or policy changes. We had to diversify. Now we'll have six or seven different services and product lines, which reduces our reliance on Medicaid-funded programs.

How do you maintain a balance of Jewish traditions while opening your doors to a wider spectrum of the community?

We're genetically encoded with the Jewish community. The Jewish Home was one of the founding entities of the Jewish Community Federation, and we continue to enjoy a very strong relationship with them. We work closely with many of the local synagogues, and we have the most extraordinary and highly respected full-time rabbi, Shelly Marder, who has this magical way of working with all our different constituents and maintaining traditions. We're not isolationists; we're curious about taking on world issues. Our mission statement is to enrich the lives of older adults – it doesn't say Jewish older adults. We're part of a broader world. By contributing programs, services, research, and funding to broader world solutions, we believe that ultimately benefits the Jewish community and beyond.

What role will the Jewish Home's redevelopment project have in helping revitalize the Excelsior district and surrounding neighborhoods?

There's an opportunity for us to better engage with, embrace, and support our neighbors. With our location at the corner of Silver Avenue and Mission Street, we're extremely proud to be the front door to Excelsior, and we're proud of our history. We've received some fabulous feedback from neighbors about our project, and we'll be opening on-campus spaces for them to use. It's our hope and belief that this \$140-million investment will further revitalize the Excelsior and surrounding areas.

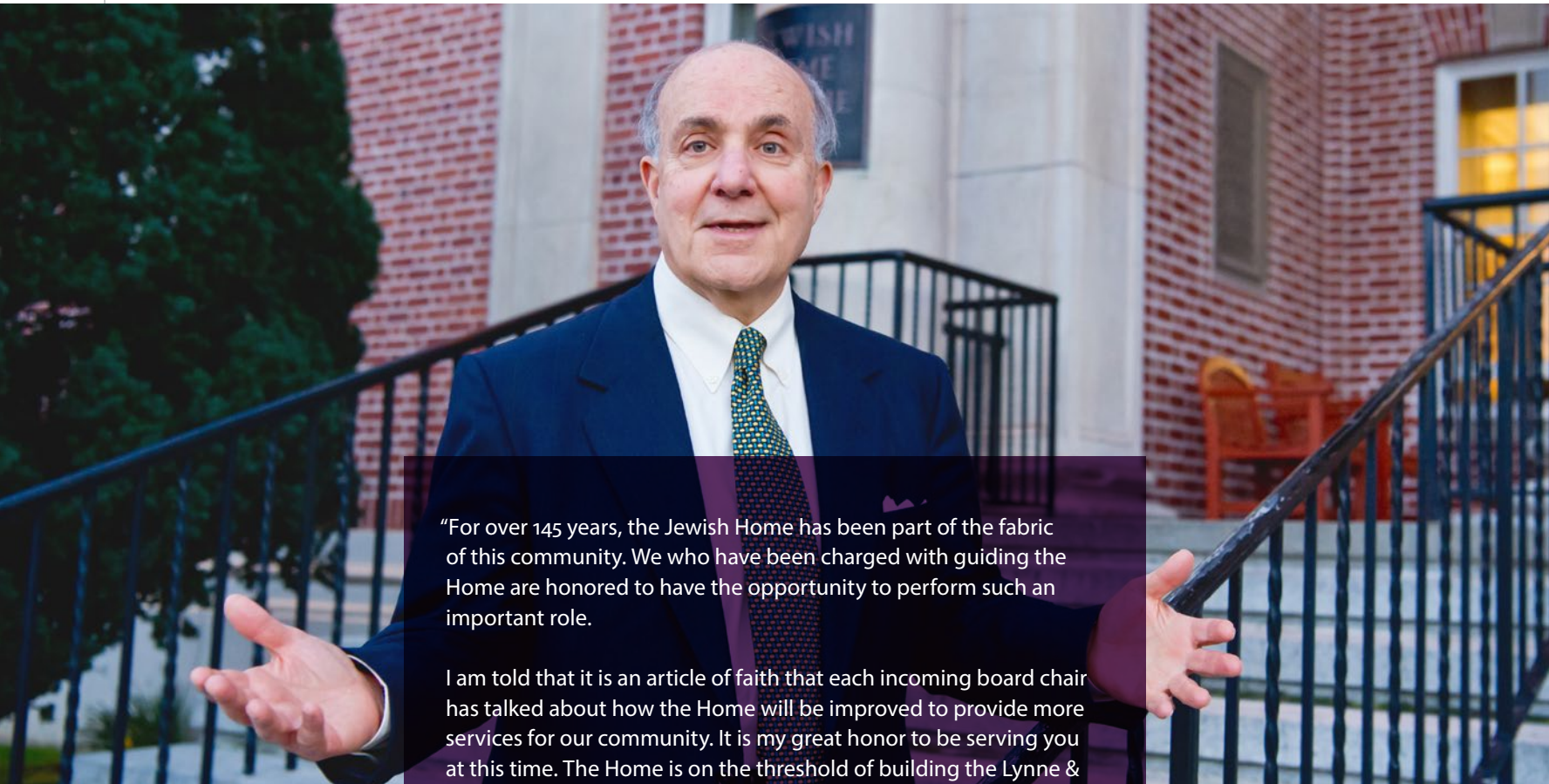
How has this project been received throughout the Jewish community?

It's been endorsed by our Jewish philanthropic community at an unparalleled level. We're tracking to exceed our initial fundraising goal. People are giving more and we have new funders. Aging is so much better understood in terms of how it'll affect all of us that people are more concerned than ever with the issues, policies, and economics surrounding it. Donors are recognizing and embracing our approaches to address these issues of aging, and this has contributed to a level of support the Jewish Home has never previously seen. □

SUCCESSION FROM ONE CHAIRMANSHIP TO ANOTHER

127TH ANNUAL MEETING BOARD OF TRUSTEES

It was the passing of the gavel (and the continuation of a fine legacy) when Howard Fine assumed the role of chair of the Jewish Home's board of trustees. Rick Baum, immediate past chair, performed the ceremony at the board's annual meeting on January 26, 2017.



"For over 145 years, the Jewish Home has been part of the fabric of this community. We who have been charged with guiding the Home are honored to have the opportunity to perform such an important role.

I am told that it is an article of faith that each incoming board chair has talked about how the Home will be improved to provide more services for our community. It is my great honor to be serving you at this time. The Home is on the threshold of building the Lynne & Roy M. Frank Residences, approximately 200 new assisted-living and memory-care units, to go along with the extraordinary skilled nursing facility that is already operating here. The new Home will have the Byer Square – a meeting place where older adults can receive outpatient medical treatment, fitness opportunities, nourishment, and engagement with others. These changes will be transformational and will enable the Home to provide a much more complete continuum of care for the aging population in our community.

Our board members, staff, and other outside professionals have devoted substantial time and effort to planning for the transformation that has already begun. We would not be where we are without the foresight of prior boards, nor would we be approaching our fundraising goals without the tireless efforts of David Friedman and the campaign cabinet that he has assembled.

I hope you will all be able to join us when we open the new facility."

– HOWARD F. FINE
Chair, Jewish Home board of trustees 2017 – present



Barbara and Richard Rosenberg



Jan and Bob Newman



Jessica and Michael Eisler



Lisa and Alex Mann

"A little over two years ago, my fellow board members and I embarked on a grand adventure – to transform the Jewish Home at a time when its very existence was at risk and in a way that would keep faith with the past while positioning us for an ascendant future.

What a remarkable time it has been. I cannot thank my fellow board members enough for their support and wise counsel. You are a tough-minded, clear-eyed, good-humored group of men and women who are here, on the Jewish Home board, for exactly the right reasons: You love the Jewish Home and intend to see it live, grow, and flourish.

While we've done much in the past two years, there is much left to do. What better person to lead the board in overseeing that work than Howard Fine. Not only is he a thoughtful, widely respected, pun-loving member of the State Bar, he is a man of extraordinary good judgment.

It's been an honor for me to serve as chair of this board. The kindness, care, and goodwill that the people of this institution exhibit is a mitzvah of the highest order. For the opportunity to have been a part of that I am forever grateful."

– RICK BAUM
Chair, Jewish Home board of trustees 2014 – 2017



Rickie Ann Baum and Carol Fine



Amber and David Lowi



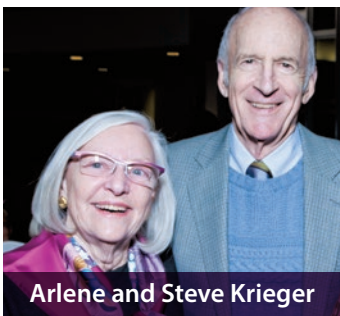
Daniel Ruth and Rick Baum

"Our community has come together to witness the installation of new officers for one of our community's most relevant and significant resources for the expanding population of older adults – the Jewish Home of San Francisco.

Our board has met the healthcare industry's challenges and led our exciting plans for the Home's future – both on and off this campus – with fortitude, commitment, wisdom and passion, and all within the context of a "Jewish" heart and soul.

And they have done so under the stellar leadership, wisdom, and guidance of our outgoing board chair, Rick Baum. We are here to honor the completion of Rick's term and to usher in the chairmanship of Howard Fine. Thank you all for joining us and being a meaningful part of this transition."

– DANIEL RUTH
Jewish Home president & CEO



Arlene and Steve Krieger



David Friedman



Larry Marks and Gladys Monroy



Sporting hard hats and hefting spades, Arlene Krieger and David Friedman were all smiles at the campus's October 2016 ceremonial groundbreaking.

CHAIRS STEER THE CHARGE; COMMUNITY HEEDS THE CALL

Arlene Krieger and David Friedman are thrilled with the community's response to *Live. Grow. Flourish.*, the comprehensive campaign that will transform the Jewish Home and redevelop the campus from a largely skilled nursing facility to a broad spectrum of residences, services, and programs for people as they age.

"We've started construction and we're very gratified," says David, who chairs the campaign. "Today's older adults want to continue to grow as they age, even when they may need help to live on their own. As we go into the future, our new campus will be at the leading edge of what older adults need."

Says Arlene, who chairs Jewish Home & Senior Living Foundation, "Community supporters have been very positive about our project. They see the need for it. That's why – knock on wood – we've done so well."

Arlene was part of the group who introduced the plan for the transformation to the San Francisco commissioners and the city's Board of Supervisors for their approval in late 2016. "The hearings went magnificently, right through City Hall, and the plan was unanimously approved," she reports. "Some of the commissioners, who were familiar with the Home but hadn't personally visited it, were close to tears after hearing testimony from a resident's family member. They didn't realize how valuable the Home is."

The more than \$75 million raised to date for *Live. Grow. Flourish* will fund the new assisted-living and memory-support apartments in the Lynne & Roy M. Frank Residences and Byer Square (a non-residential marketplace for seniors' services, support and community); parlay into investments in the skilled nursing areas and campus improvements; and augment the Home's endowment for charitable subsidies.

LIVE. GROW. FLOURISH.

CAMPAIGN CHAMPIONS

The Jewish Home is grateful to the following individuals, families, and foundations. Their support to revitalize and rebuild the current Jewish Home campus into a contemporary continuum of environments and services that enable seniors to age in place is transformative. Together, we are honoring those on whose contributions our own future is built. Collectively, we are creating a new kind of community that enriches lives and inspires others.

List in formation, as of November 1, 2017.

\$10,000,000 AND UP

Jewish Home & Senior
Living Foundation

\$5,000,000 – \$9,999,999

Marian and Allan Byer
Herbert Holt
Lynne Frank Page and Ron Page

\$2,000,000 – \$4,999,999

Barbara and Gerson Bakar
Helen Diller Family Foundation
Jewish Community Federation
and Endowment Fund
Suse Justh Estate
Barbro and Bernard Osher

\$1,000,000 – \$1,999,999

Paulette Meyer and David Friedman
Phyllis K. Friedman
Nancy and Stephen Grand
Herbst Foundation, Inc.
Helena Hochheimer Estate
Arlene and Steve Krieger
Gladys Monroy and Larry Marks
Mount Zion Health Fund of JCEF
Barbara and Richard Rosenberg
Marlene and Martin Stein
Taube Family Foundation
Anonymous (2)

\$500,000 – \$999,999

Joan and Charles Davis
The Eucalyptus Foundation
Bonnie and Wesley Fastiff
John and Marcia Goldman Foundation
Cathy and Jim Koshland
Lisa and John Pritzker Family Fund
Paul May and Frank Stein
The Joyce B. Talal Trust

\$250,000 – \$499,999

Martha and Michael Adler
Eisler Family
– Shirley and Ben Eisler
– Jessica and Michael Eisler
The Friend Family Foundation
Evelyn & Walter Haas Jr. Fund
Ann Millhauser Trust
The Myers Family
Jan and Robert Newman
Ken F. and Hilda M. Royce Fund of JCEF
– Roseanne and Alvin Levitt
Fern and Daniel Ruth
Gertrude E. Vederoff Trust
Dana Corvin and Harris Weinberg

\$100,000 – \$249,999

Rickie Ann and Richard Baum &
Susanne Baum
Adele Corvin
Carol and Howard F. Fine
Frances D. and William H. Green
Miriam & Peter Haas Fund
Walter & Elise Haas Fund
Margaret and Stephen Holman
Beth and Fred Karren
Bertha F. Kaufman Trust
Laura and Gary Lauder
David Pottruck
Jackie and Dan Safer
Dorothy R. Saxe
Ruth Seiler
Sandra and Lawrence Small
Liselotte Weber
Anita and Ronald Wornick
Diane and Howard Zack

\$50,000 – \$99,999

BiRite – The Barulich Family
Drs. Claire and James Davis
Gaia Fund
Melanie Wolfe-Greenberg and
David P. Greenberg
Karen and Brian Perlman
Laurie Isenberg and Joel I. Roos
LaVerne and Alan Silverman
Diane Olmstead and Matthew Slepkin
Jean and Michael Strunsky
Ingrid Tauber

\$25,000 – \$49,999

Daniel D. Benatar
Eve M. Bernstein and Alex Gersznowicz
Lisa Erdberg and Dennis Gibbons
Drs. Valerie and Thierry Jahan
Maurice Kanbar
Carol Roseman and Sherie Koshover
Burton and Virginia Ladensohn Trust
Amber and David Lowi
Lisa and Alex Mann
The Mondry-Cohen Family Foundation
Peter Neubauer
Peter A. Pollat, M.D.
Jan C. Reicher and daughters
Gerald B. Rosenstein Trust
Susan R. Diamond and Marty Schenker
Gaye and Stuart Seiler
Sophie Sharp
Anne and David Steirman
Carol and Norman Traeger
Mary and Harold Zlot

\$24,999 AND UNDER

Elana Lieberman and Lorne Abramson
Patty and Benjamin Anixer
Andi and David Arrick
Frances R. Berger
Pola Burk
Kathy Burkle
Jean Coblentz
Council of Residents of JHSF
Sandra and Edwin Epstein
Rebecca Arons and Eric B. Fastiff
Susan and David Folkman
Kevin Krueger and Mark Hunter
Linda and Thomas Kalinowski
Sue and Vic Meinke
Marcia Packlick and Jack Munson
Judy and Jay Nadel
Joseph Nadel
Mark Friedlander and Jeffrey Schindler
Lynn and Paul Sedway
Robyn and Mark Setzen
Marilyn and William Sugar
Wallis Foundation – Michael Sack
Barbara and Matthew Weinberg
Anne Bakar and Yossi Zadik



Testing prototypes on fact-finding missions.



Dr. Christine Ritchie



Dr. Michael Steinman

GEARING UP FOR A ROCKET BOOST TO RESEARCH

Because of advances in public health, medical care, and technology, people are living longer than ever before. However, prolonged lifespans are bringing a new set of challenges: People are more likely to acquire multiple chronic illnesses; experience declines in physical function and mental abilities; and face problems such as fatigue and falls. Furthermore, having many chronic illnesses often results in people taking large numbers of medications and going through multiple visits with different specialists. All this can negatively affect one's well-being, raise the risk of drug side effects, and contribute to an overall lack of coordination in medical care.

Historically, most medical research has not addressed these challenges. Rather, it has often taken a narrow focus, looking at one specific disease at a time. While this has led to breakthrough discoveries, it has limited and constrained our understanding of how to improve care and well-being across the entirety of a person's health issues. It is clear that new approaches are needed to better understand and optimize care for older adults facing these challenges.

Complementing its flagship role in providing care that supports the medical and psychosocial well-being of vulnerable older adults, the Jewish Home of San Francisco aims to be a forerunner in developing new approaches to better care. To that end, the Home has teamed up with the University of California at San Francisco (UCSF), a national leader in research on older adults, to create a new and bold strategic plan for research at the Jewish Home. Ultimately, the goal is for the Jewish Home to become internationally known as a leader in scientific inquiry and learning that can improve the medical and psychosocial well-being of older adults on a global scale.

Thus, since the beginning of 2017, key personnel of the Jewish Home and UCSF have been meeting regularly to identify strategic opportunities to achieve this goal, including providing opportunities for Jewish Home residents and staff to engage in cutting-edge research. The effort is co-led by two

prominent physician-researchers who have strong affiliations with both the Jewish Home and UCSF: Christine Ritchie, M.D., MSPH, is the Harris Fishbon Distinguished Professor at the Jewish Home and the UCSF Division of Geriatrics, and Michael Steinman, M.D., who holds the positions of Jewish Home visiting research scientist and Professor of Medicine in the UCSF Division of Geriatrics.

As part of this strategic planning effort, the Jewish Home-UCSF working group has been visiting a number of premier, academic long-term care facilities in North America that have a strong research presence, such as Boston's Hebrew Senior Life and Baycrest Health Sciences in Toronto, Canada. On these fact-finding missions, the team has met with research scientists, directors of clinical programs, and executive leaders to discover how they grow their research programs, and to gain insight into learnings they can apply for a strategic plan for Jewish Home-based research.

Although the process is still ongoing, "the excitement it has generated to date is palpable, and a number of compelling opportunities have emerged," says Dr. Steinman. In the coming months, the Jewish Home's research workgroup will finalize a strategic plan and announce an ambitious case for the future. Concomitant with this, notes Dr. Ritchie, "we'll have a roadmap for providing a 'rocket boost' to research at the Home." □

MOLDAW'S MEMBERS PONDER PROVOCATIVE ISSUES

What is the science behind having a healthy brain and memory? What ethical issues will medical providers face in the 21st century? What is new in the world of astronomy? How does an ancient wall fresco place the Israelites in Egypt in 1850 B.C.?

Moldaw Residences members ponder these and many other thought-provoking topics at their life plan community's lively monthly lecture series, Personal Enrichment in Retirement, or PEIR. →

The entrance to Adina Gordon's Moldaw apartment boasts a large Egyptian tapestry, which was the basis of her first Personal Enrichment in Retirement presentation.





Al Kuhn, PEIR pioneer.

The stated goal of PEIR is “to provide intellectual stimulation by sharing areas of personal expertise or interests, and enhancing cultural enrichment and personal growth in the context of a community of peers.” In other words, says Moldaw resident Al Kuhn, who initiated the program in 2011, “it’s information presented by residents for residents. It’s not a speaker’s bureau.”

The former aerospace engineer based PEIR on a group he attended in Long Island, N.Y., where he and his wife, Liliane, lived before moving to Palo Alto, Calif., and into Moldaw. “I discovered we have very interesting residents,” says Al. “I figured it would be one way to informally share our experiences and knowledge.”

Adina Gordon, Bob Rosenzweig, and Sam Kintzer – all who have given PEIR talks – agree.

“Moldaw is full of pretty educated people,” confirms Adina. “The presentations stretch our mind and give us a window, or an eye, into something we may not have understood before.”

Adds Bob, “Hearing people talk gives depth and dimension to our experience at Moldaw.”

PEIR presentations to date have covered literature, technology, economics, travel, and music – a rich range that Sam Kintzer endorses and appreciates. “The topics are unpredictable, highly variable, and highly interesting.”

Eighty-three-year-old Al Kuhn has been called “the soul and spirit” of PEIR. He and Liliane, 78, moved into the community

in 2010, “in the second wave of Moldaw pioneers,” he quips. In his former life at Grumman Aerospace (“I was literally a rocket scientist there,” he says), he was involved in projects with space vehicles, such as the lunar module. It is therefore no surprise that his first PEIR talk was entitled *The Apollo Program: Man Landing on the Moon*.



Partners in life, Liliane and Al Kuhn have also given a joint PEIR presentation, *Paris and Lyon: A Tale of Two Cities*.

Liliane was born in Paris, grew up in Lyon, and was a hidden child in the four years France was occupied by the Nazis. Al and Liliane gave a joint, subject-matter related PEIR presentation, *Paris and Lyon: A Tale of Two Cities*. Recently, Al talked about the newest discoveries in astronomy. “Both my wife and I are fascinated by the field,” he says.

Researching and preparing the talks keep one’s mind sharp, Al believes. “My favorite part of a presentation is when residents ask questions,” he confesses. “It means they stayed awake and alert, and were interested.”



Sam Kintzer not only captures attention with his talks, he also captures images. These photographs are his own work.

Sam Kintzer has lived at Moldaw for four years. A Michigan-based clinical psychologist and professor before his move to California (“to get out of the snow”) Sam, 94, says two things in particular motivate him to be a PEIR presenter. First, he really enjoys teaching, and second, “In my study of the brain, it was very apparent from many research studies that, to keep your mind healthy, you have to challenge yourself.”

Explaining that he is especially interested in cognitive science, Sam gave his first delivery on the organization of the brain and memory loss. “Because of popular demand, this talk was repeated for those who hadn’t heard it previously,” he recalls.

Sam cites daily exercise, an active social life, following a Mediterranean diet, and challenging himself mentally for his own well-being. “People eating meals together, like they do at Moldaw, is one of the most beneficial activities,” he advocates. “You can’t predict the topic of conversation around the table, which means it’s a veritable challenge to your mind if you’re going to actively participate.”

Adina Gordon gave up a full life in Manhattan (“the best possible place to live”) because she felt it was time to be closer to her daughter. The 87-year-old art historian says she misses her connections in the field “almost more than anything.” However, in the three years since she moved into Moldaw,



MOLDAW RESIDENCES

Liliane Kuhn and Adina Gordon have connected beyond PEIR meetings. Their friendship flourishes during the regular walks they take together.

she has found “benefits and life on the campus, including the co-located Oshman Family Jewish Community Center. Jewish living is very important to me. My life is full again.”

Adina’s first presentation for PEIR was based on a large tapestry that hangs on the wall outside her Moldaw apartment. Created by her late husband, Yitz Gordon, it is a copy of a painted wall fresco from a tomb in ancient Egypt. “As I’m a professional art historian, I gave my PEIR presentation as a fully illustrated PowerPoint lecture,” she says. The tapestry depicts Egyptians dressed in white linen garments and foreigners in multicolored robes, like the biblical Joseph. Scholars have determined that the foreigners were the early Israelites who came to Egypt to escape a famine in Canaan, she explains.

Adina plans to do more presentations, perhaps covering the places she has traveled, such as Myanmar, Thailand, Laos, and Cambodia.

“My PEIR presentations are about whatever’s on my mind,” says 85-year-old Bob Rosenzweig. His diverse talks have dealt with ethics in the practice of medicine, presidential rhetoric, and controversy surrounding vaccinations. A former political science professor and vice president of Public Affairs at Stanford University, Bob and his wife moved to Moldaw →



Bob Rosenzweig favors talking about whatever is on his mind at the time. His presentations always provide food for thought, too.

five years ago. Although he admits it was a difficult decision initially, when they decided to make this lifestyle change, “Moldaw Residences fit our needs, both financially and because of the openness of the people here.”

For his talk on presidential rhetoric, Bob looked back on history. He quoted Abraham Lincoln’s second inaugural address “for its depth of thought and beauty of the language.” As for his next presentation, he is thinking about discussing CRISPR, the genome-editing technology recently in the news. “If changes to the genome of living cells can be done, it’ll be done,” he says. “The question is, can it be controlled? It’s a very interesting subject.”

It is that kind of ongoing interest and inquiry, and the myriad opportunities available at Moldaw, that keep the similarly fascinating residents stimulated, engaged, and connected. ■

Are you likewise looking to be inspired and connected in your retirement? Visit us online at moldaw.org, call us at 650.999.0644, or come see all Moldaw has to offer at 899 East Charleston Road, Palo Alto, Calif.

THINKING OF MAKING THE MOVE TO MOLDAW?

JOIN THE CLUB

So you are planning to move to Moldaw Residences – although not for a few years. But you need not delay meeting your neighbors-to-be and enjoying programs offered to residents. You can do so now, simply by joining Club Moldaw.



Club Moldaw provides an opportunity to become part of the Moldaw community even before you move in, says Alexander Ben-Israel, Moldaw’s executive director. “You’ll already have made friends and know your way around. It makes the transition more pleasurable and easier.”



“The club is similar to a wait list, but with a social component,” explains Kitty Haag, director of sales. “Club members are invited to monthly events, exclusively for them. They get to know other people interested in Moldaw.”

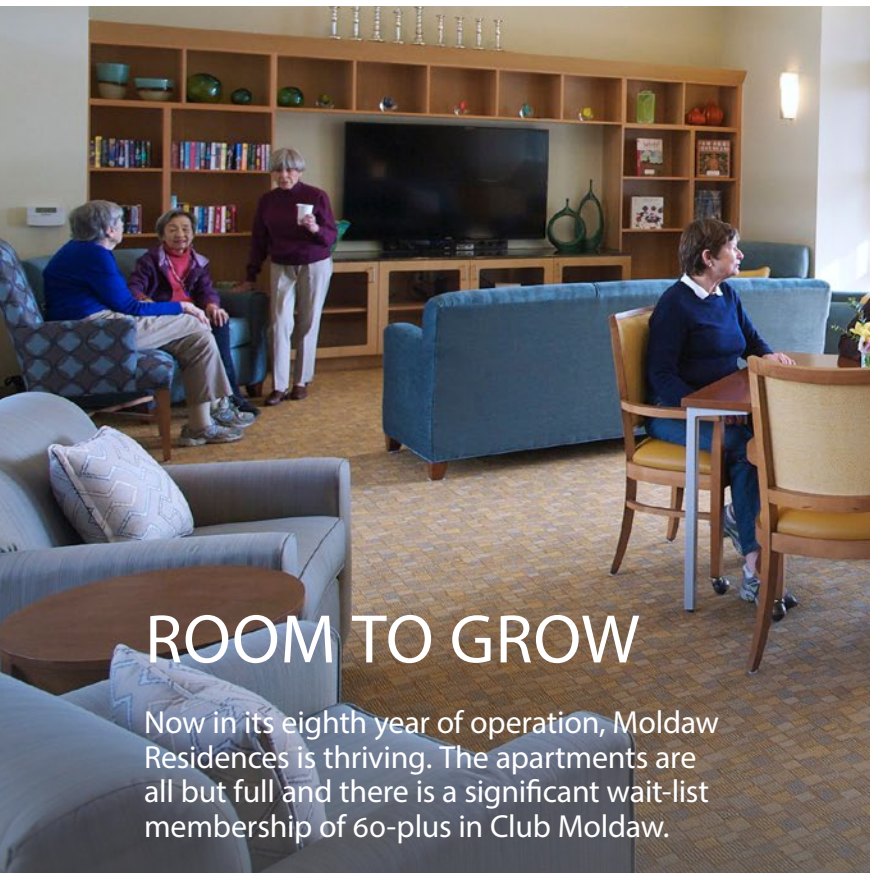
Membership in the club requires an interest in moving into Moldaw and a \$1,000 fee, which is refundable or directed toward the initial fees for an apartment.

The club was started in 2014 when Moldaw Residences reached capacity. Currently there are some 65 members. “Quite a few members live out of state, so we send them relevant material and small items to make sure they’re connected and in the loop while they wait,” says Kitty.

When an apartment becomes available, club members are alerted and invited to view it. If multiple members want the same unit, those who have been on the waiting list the longest have first choice, Kitty notes.

“Moldaw Residences is unique,” affirms Alexander. “The residents are participatory, there are intellectually stimulating programs, and a harmonious environment.”

“And the more familiar you are with the people and the place,” concludes Kitty, “the more it feels like home.”



ROOM TO GROW

Now in its eighth year of operation, Moldaw Residences is thriving. The apartments are all but full and there is a significant wait-list membership of 60-plus in Club Moldaw.

With the variety of exciting and stimulating programs going on daily for Moldaw's residents, space is at a premium. Thus, the community is investigating ways to maximize the footprint of the campus to accommodate both the robust programming and residents' needs.

"A remedy for this and other future requirements is in the works," confirms Larry Marks, co-chair of Moldaw Residences board of trustees. "We've launched a fundraising campaign and brought on Arielle Hendel as Moldaw's fund development director. An experienced fundraising professional, she's already raised \$15,000 for the refurbishment of the media room."

"It's my honor to work on behalf of Moldaw's community to improve their lives, environment, and connections," Arielle says.

The fundraising campaign will encompass capital improvements and the ongoing needs of community members, and provide an opportunity for residents and their families to ensure Moldaw's continued success.



Arielle Hendel, Moldaw's fund development director.



Larry Marks, Moldaw's board co-chair.

According to Larry, "Board members have agreed to contribute to Moldaw Residences, and I hope that all the residents who can afford it will do so, as well. They're contributing to their own quality of life."

Larry is optimistic that individuals from the broader community will also support the fundraising campaign. "Our residents have let the local community and their families know how much they value living at Moldaw. That's the best endorsement we can get." ▣

OUR DONORS



"Howard was a steady and constant contributor to the Home in so many ways," says Phyllis Friedman of her late husband.

LEADING AND GIVING TRADITIONALLY RUN IN THE FRIEDMAN FAMILY

Come the Jewish holidays of Chanukah or Passover, one was likely to find the Friedman family – Phyllis and Howard, and their children David, Eleanor, and Bob – celebrating at the Jewish Home of San Francisco.

“This was our family tradition. It was so wonderful,” Phyllis recalls. “Even though many of the elderly residents couldn’t read any longer, you could see by their faces how much it meant to them to celebrate these holidays.”

Phyllis, now 94, chatted about her family’s longtime love of and commitment to the Jewish Home from her house in Hillsborough, designed by her architect husband, who died in 1988. “Howie loved the Home and talking to the residents,” she says.

President of the Jewish Home’s board from 1962 to 1965, Howard Friedman was responsible for designing Pinecrest, the Home’s then independent living facility that was replaced in 1995 by the Howard A. Friedman Pavilion (named in his honor), as well as the 1969 “A” (Annex) building. (It was renamed The Edward and Marion Goodman Building in 2007.)

Phyllis emphasizes that her husband believed in dignity for the elderly and thus, among other requirements, provided a private bathroom for each resident in his building’s design. “He told me he designed it so that, in his words, ‘I’d be proud if my mother came to live here,’” she says.

Son David has followed in his father’s footsteps. He served as Jewish Home board chair from 2004 to 2007, is now chair of Jewish Senior Living Group, a trustee of Jewish Home & Senior Living Foundation, and currently chairs the Home’s *Live. Grow. Flourish.* comprehensive campaign.

“My husband was a steady and constant contributor to the Home in so many ways, as is my son David,” Phyllis stresses. “I’m more of constant cheerleader of the caring concern given to the residents. It’s always been a lesson to me of how special and wonderful care for the elderly must be.”

A Bay Area native, Phyllis graduated from U.C. Berkeley. “Cal was a great place,” she says. “I was there in ‘41, during the war.” She is a big fan of the Bears and remembers sitting out in the rain to watch their football games. Trained as a social worker, she worked at Jewish Family and Children’s Services in San Jose and at San Mateo High School, and has been an involved volunteer for a number of organizations, including the Jewish Community Federation and, of course, the Jewish Home. As such, she played a leadership role in the Home’s signature fundraising event, *Someone’s in the Kitchen*. “It was really fun,” she says, “and I was quite satisfied with the fundraising.”

Phyllis maintains that the Jewish Home is one of the top institutions for seniors in the country. She calls the three executive directors she has known – Sydney Friedman, Jerry Levine, and current CEO Daniel Ruth – charismatic leaders who know how to treat the elderly. “Every one of them has been a visionary,” she says. She loves the concept of one of the Home’s forthcoming innovations, Byer Square, as a meeting place for seniors and a destination for related services, support, and community.

Although Phyllis is still content living in her own house, “I have entertained thoughts of going to the Jewish Home,” she says. “Knowing it’s there is a very settling feeling for me.” □



ACUTE GERIATRIC PSYCHIATRY HOSPITAL

AT THEIR SERVICE: SOCIAL WORKERS AND A MULTIFACETED TEAM AIM FOR PATIENTS' MENTAL HEALTH

The Jewish Home's acute geriatric psychiatry hospital is committed to providing outstanding care and quality services to people 55 years of age and older who require psychiatric support and services for stabilization. Specializing in assisting geriatric patients having an acute mental health event, this 12-bed hospital serves clients from all over Northern California, but predominately the greater Bay Area.

A dedicated interdisciplinary team of professionals is involved in the healing process of each patient. Psychiatrists, psychologists, internists, nurses, and social workers, as well as recreation, physical, occupational and speech therapists play an integral part in taking patients from a point of acute illness to wellness.

The process begins when a patient is referred to the psych hospital from an outside agency. The referral is initially reviewed by nursing unit manager Robert McCloskey, whose clinical knowledge ensures that the potential patient is medically appropriate and can be well-managed in this setting, before he passes the referral to one of the hospital's psychiatrists for final approval.

"We're a small unit and are in constant contact with one other," says Robert. In fact, close collaboration between all members of the interdisciplinary team is fundamental in meeting the individualized needs of patients and respecting preferences of care. "If there's a piece of furniture in the room that the patient doesn't like, we'll remove it," Robert explains. "Or if a patient doesn't want to get up at 7 a.m. to take his medication, we'll change the schedule."

When it is time to begin discussing patients' discharge needs and concerns, Robert interfaces with the hospital's Social Services department. Directed by April Ellis, this department has an important role in the success of patients' treatment.

"Under the guidance of our medical director, our philosophy is to truly help people and get them well," states April, whose team works hand in glove with patients from the time they walk through the hospital's door until – and at times even after – they are discharged. "We're gratified to have an incredible success rate, with very few returning patients. This outcome is due not only to effective treatments in our hospital, but to the plans that are put in place for the patient at discharge."

Social Services' responsibilities extend beyond the patient, connecting with the patient's family and friends, case managers, and outpatient medical providers. The team gathers the patient's past hospitalization records, medical data and collateral, so that the interdisciplinary group has the most accurate information. Social workers oversee the scheduling and facilitating of patient/family meetings, the making of medical appointments, referrals to outpatient treatment, the getting of caregivers in the home, transportation management, and reporting to agencies that can help oversee the safety and care of the patient once discharged. Making sure that everything is set up and explained prior to the patient leaving the hospital advances a smooth

transition, says April. Regular interdisciplinary team meetings, staff collaboration, and treatment planning promote the coalescence of these objectives.

Monitoring the legal status of the psychiatry hospital's involuntary patients and being a part of court hearings that take place on the unit twice a week is yet another vital role played by the Social Services team. The social workers are often called upon to explain legal hold information to the patient. April coordinates the documentation for these holds, and works closely with the Public Guardian offices of counties all over Northern California on temporary conservatorships.

The social work team provides patients with supportive counseling as well as group treatments to promote improved coping, an understanding of mental health and their stay in



Above: April Ellis and Robert McCloskey go through a patient's individualized discharge plan.

Facing page: April Ellis, acute psychiatry's Social Services director, brings Alisa Berkowitz, interim program director, and Robert McCloskey, nursing unit manager, up to date on a patient's needs.

the hospital, and discharge planning. These group sessions round out a full day of treatment programs conducted by other therapy staff to achieve healing and wellness.

"The hospital takes pride in providing a safe, nurturing, and competent place to serve older people in crisis," says April. "We're intent on helping people transition through mental illness and return to a place of hope." ▣

REMEDYING A CRISIS, TO LOVE FOR LONGER

Michelle Tandowsky chose the Jewish Home's acute geriatric psychiatry hospital when her father's "mental health issues flared to the point that he was suicidal," she says. "My father could have gone to another hospital or patient facility, but I felt so confident that, with the Jewish Home's program, he'd get the treatment he needed in a loving, caring way, based on Jewish values."


Michelle's confidence stems from her personal experience with and knowledge of the Jewish Home. As a spiritual care partner, she has been involved with the Jewish Home's *Kol Haneshama* Jewish End-of-Life/Hospice Volunteer Program for seven years.

Her father, Ernie Eick, along with his wife, made the move to the Bay Area from their longtime Detroit home when new physicians prescribed different medications for his existing medical conditions, which resulted in a psychiatric crisis. After he was convinced that he needed treatment, he was totally open to receiving it at the Jewish Home, Michelle says.

Ernie was in the acute psych hospital for about 10 days, during which period his medications were resolved and he received counseling.

"It was very emotional to visit him," Michelle remembers. "I could see over time that he was becoming more able to deal with his issues. With each passing day, I felt he was getting closer to his real essence, to the person I knew as my father. The staff was so attentive and truly caring. It didn't feel like he was in an institution. He was open to the treatment because he felt safe and well cared for."

Ernie died of pulmonary fibrosis in 2016. "If death can be a positive experience, it was for him," says Michelle. "That wouldn't have been the case if he hadn't come out of his crisis. The Jewish Home's acute psych staff gave my dad two really great last years of his life." ▣



With each day of his treatment, Michelle Tandowsky could see her father re-emerging as the person she had known and loved.

ELEVATING SPIRITS OR SOOTHING TENSION, ANIMATED PETS OFFER A PRIME PRESCRIPTION

“Hello, Harry, you sweetie pie,” coos Jewish Home resident Astrid Stange. She is sitting at a table in the light-filled atrium near her room in the Friedman Pavilion. Harry, a furry, white, and adorable robotic puppy, is perched on the table in front of her. As Astrid strokes Harry’s back, he sits up and barks. “Quit balling me out,” Astrid scolds him.

Elsewhere in the Jewish Home, nine more robotic or animated pets are keeping company with residents, especially those in the dementia units.

“I consider it pet therapy,” says Jean Flores, formerly the Home’s dementia program coordinator. “It’s just as beneficial as bringing in a real animal.”

The two dogs and eight cats became part of the Jewish Home’s therapeutic program in February 2017 after the Home collaborated with Creative, Inc., a company that was testing a robotic cat designed specifically for seniors. A group of residents, including Ellen Marks-Hinkle, participated in that initial focus group. “It was the most special thing,” Ellen says. “It even behaved and felt like a real cat.”

Bringing the animated pets into the Home was a thoughtful, intentional process, beta testing residents’ reactions and responses, and ensuring that they were in no way infantilized or unaware that the pets, although lifelike, are animated, confirms Life Enrichment director Mediatrix Valera. “The cats are especially lifelike,” she says. “Because they have sensors, they respond appropriately. They’re soft, say ‘meow,’ and purr and vibrate when they’re stroked. And they curl up on laps, just like a live feline.”

Jean Flores always reminds residents that the robotic pups and cats are not real animals when she introduces them on her one-to-one visits. Having a pet nearby, she has found, is especially helpful when a resident is anxious. “It calms them down, relaxes them, and gives them a sense of companionship.” In addition, “the pets keep residents engaged and occupied,” she observes. “There’s less calling out and fewer complaints about pain.”

Pets “visit” residents, going room to room where they may stay for a few hours or remain for the night. The pets trigger memories and initiate conversations both among residents and with the certified nursing assistants who deliver them, thereby creating bonds and personal relationships.



For resident Astrid Stange, Harry provides the right touch and company. Cynthia Zier is reassured to know that Harry gives her mother companionship and comfort.

Mediatrix Valera has set up policies for these visits, including guidelines to be sure the pets are sanitized. “We continue to monitor how the pets help and engage our residents.”

When Cynthia Zier, Astrid Stang’s daughter, first heard about the robotic animals, she was most pleased; it was a simple way to provide companionship to her 90-year-old mother. They opted for Harry because Astrid is not a cat person. Resident at the Home for six years (talkative and funny, she is described by her daughter as a star of the Home’s regular comedy clinic), Astrid has recently lost most of her sight. “The sensory loss is worse than the dementia,” Cynthia says. It is beneficial that Astrid can feel Harry’s soft fur, and when he barks at her, she can hear him and talk back.

“Harry is my mother’s companion,” Cynthia affirms. “Plus he has a calming effect on her, so she sleeps better when Harry spends the night.” ■

SHORT-TERM AND REHABILITATION SERVICES



TIME AND AGAIN,
STARS IS THE REHAB PLACE OF CHOICE

Paul Finigan was happy to be back doing household chores. He had finally healed from a broken leg, having spent a number of months recovering, first in the hospital at UCSF, then in rehab in the Jewish Home's short-term and rehabilitation services (STARS) unit. He was doing a routine job – moving a garbage can – when he lost his balance and, “the can and I went flying down concrete stairs and I shattered my shoulder,” he ruefully recalls.

After a 10-hour surgery in which “the doctors put my shoulder and arm back together,” plus some hospital recovery time, Paul, 70, a retired attorney, found himself back on familiar territory – the Home's STARS unit.

“From day one, they helped me all along the way,” he says. “They worked with me very gradually, helping me regain the range of motion in my arm.”

Anne, Paul's wife, agrees. “Everyone was wonderful. I was there almost every day and the level of care was consistent.”

The Finigans had first learned about the Jewish Home's rehab program from Paul's former law partner Sue Diamond. Paul's father needed healing from a dislocated hip. “Very fortuitously, Sue is involved with the Jewish Home, and she helped me with Dad's admission to STARS,” says Paul. “He had a thoroughly excellent experience and we appreciated the chance to have him stay there to recuperate.”

Thus, it was not surprising that Paul and Anne turned to STARS when Paul broke his leg and ankle while on vacation in Gold Country. He arrived at the Home after a month in the hospital, sporting a knee-high non-weight-bearing cast. With the help of staff, he tackled the various things he would need to do and have in place to enable his return to the couple's San Francisco home.

“Getting in and out of bed, going to the bathroom – all things we take for granted. They taught him to do them without needing me to help,” Anne recounts. Moreover, staff arranged for a visit to the Finigan's house to ensure it could accommodate Paul's needs. Anne took pictures of their shower and stairways, and the rehab therapists tried to replicate them.

“The physical therapist and I decided that the best way to deal with the stairs was on my bottom,” Paul chuckles. “By the time I got home, I was pretty self-sufficient.”

Throughout both his rehab stays Anne and Paul were thrilled with the care and help he received. “The nurses, the people who helped me in and out of bed or to bathe, couldn't have been more compassionate or professional,” Paul says. “Their assistance was remarkable and much appreciated.”



Above: Physical therapy and team work get the thumbs up from Paul and Anne Finigan. Christine Lorentzen and Ryan Tsang could not be more pleased with Paul's progress.


Facing page: Popping in for a visit, ex-STARS patient Paul Finigan shows his physical therapists Christine Lorentzen and Ryan Tsang just how far he has come.

The two were also impressed with the vibrancy of the Home's activities and its surrounding. Says Anne, “I was happy to be able to wheel Paul outside where he could hear the birds singing and enjoy the fresh air.”

Anne and Paul have included the Jewish Home “on the short list of charities we support.” They have also connected the Home's fundraising staff with a foundation they believe could be helpful to the organization and its residents. “If we see opportunities for introductions, we're happy to make them,” the couple state. “The Jewish Home is a wonderful place.” □

Learn more about the Jewish Home's short-term and rehab center of excellence by contacting STARS admission coordinator at 415.469.2286. Go online to jhsf.org/stars

REHAB CENTER GETS REVITALIZED



Following in the footsteps of a successful campaign to renovate the Jewish Home's rehabilitation center (for which our sincere thanks go out to both generous individuals and foundations), the facility now more effectively accommodates the breadth of rehabilitation services necessary to serve our long-term residents and support our short-term patients in their recovery from surgery or an acute illness.

Rehabilitation therapy plays a major role in helping older adults avoid falling, which poses a serious threat to their well-being. Two of the three key risk factors that contribute to bad falls – poor balance and muscle weakness – can be addressed through rehabilitation by enhancing physical strength, improving balance, and promoting flexibility. With the rehab center's state-of-the-art geriatric-designed physical therapy equipment, our trained professional staff work with residents and patients to build their muscles and support better joint health overall.



The rehab center boasts a complete home environment for occupational therapy – including a kitchen, laundry area, and full bathroom – to help our older adults and their home caregivers practice safe routines of daily living, which increases their independence. Furthermore, individual examination rooms lend themselves to the quiet necessary for effective speech therapy and to the privacy for certain types of physical therapy.



Designed to help older adults engage in the world around them rather than set them apart from it, the Jewish Home's rehab program goes above and beyond improvements in strength and skills. There is an emphasis on improving morale, promoting a positive attitude about daily life, building self-confidence, enhancing self-esteem, improving brain functionality, and helping combat some forms of depression.



Working on all these aspects in an expanded, up-to-date rehab facility helps ensure that our older adults (including our community's frail elderly) can maximize their potential to live as independently and fully as possible. In essence, adding not just years but quality to their lives.



HUGS AND HIGH FIVES WHEN GENERATIONS GREET AND GATHER

What happens when a bunch of seventh graders spend an hour each week with a bunch of seniors? It blossoms into a love affair!

That is exactly what transpired when Jody Bloom, Judaic Studies teacher at The Brandeis School of San Francisco's middle school, took 20 students, aged 12 and 13, to the Jewish Home on Friday afternoons during the 2017 spring semester. "It was amazing," she enthuses. "The students just loved it, and I loved seeing the hugs hello and the high fives."

"It was really cool to meet the Jewish Home's residents and to hear their stories," Eugenia "Jane" Schwartsman says happily. "It seemed that every time we came they were just as excited to see us."

This intergenerational program was an elective class at Brandeis. There are a number of activities from which students can choose, Jody describes, including sports, art, and drama. "There are so many awesome choices, so the kids wanting to spend their time to meet and interact with seniors is really wonderful," she applauds.

Jody prepped the students beforehand, providing background material on the Jewish Home, as well as basics about communicating with older adults, many of whom could have hearing problems. They learned the correct way to manipulate a wheelchair and heard a talk on Alzheimer's disease. Jody worked with Mediatrix Valera, the Home's Life Enrichment director, to plan the program's calendar. Many of the sessions were holiday-related and included an art project the two generations did jointly.

For the Jewish holiday of Purim, for example, student Kaira Shlipak recalls they made masks and costumes. "I really like talking with older people, so I enjoyed being able to sit and do an art project together and share stories."

Kaira established a special relationship with a resident based upon their mutual admiration of the Golden State Warriors. "We're both big basketball fans," she confirms. "I'd meet with

Facing page: The wheels of the bus went round and round, bringing bright, enthusiastic students from The Brandeis School of San Francisco's middle school to Jewish Home residents, the two generations sharing in weeks of interaction, learning, and pure pleasure.

Top right: Jody Bloom, the shining jewel of Judaic Studies, makes sure her students Jane Schvartsman (left) and Zoe Wulfstat have the stuff they need to create Passover Seder plates.

Bottom right: A teachable moment. Student Kaira Shlipak becomes the authority, showing her resident partner what they are going to put on their mock Seder plate.

Below: Looking delighted (their smiles speak volumes) with the Purim mask they have fashioned is resident Roslyn Levitt and student Julian Rapaport.



John almost every week and we'd talk about the games. We had a good connection – even though his favorite player is Steph Curry and mine is Andre Iguodala.”

As for fellow student Jane, learning about the Holocaust from resident Rudy Hooremans (who survived as a youth and wrote a short book about his experiences that he read to the group) was a meaningful experience. “I never met a Holocaust survivor before,” Jane reveals. “Rudy put in so much detail – every sound, every color. I told him how much I liked his book and his face kind of lit up. It was so moving.” (The fact that Rudy died a few months later makes their connection even more poignant.)

Both Kaira and Jane have elderly family members or neighbors with whom they enjoy talking; this elective reinforced the rewards of their intergenerational relationships.

“This experience helped me to be better at it,” Jane observes.

“My parents love that I did it,” Kaira says.

The feedback from the residents was equally favorable. With her own flair for the creative, resident Joyce Scharf was most positive about the program. “The kids were fun to be with. It’s good to support the creativity of young people and encourage them to do artwork,” she says.

Stephen Heffner particularly enjoyed hanging out with the youngsters. “They’re so positive,” he says. “They remind me of my grandchildren. An enthusiastic group of young people who really want to be involved and enjoy having discussions. I call them mitzvah kids.” □

CELEBRATED POET LAUDS LIFE AT THE HOME

“Writing poetry is pretty natural,” says Phyllis Koestenbaum. “We speak to each other rhythmically. All you have to do is listen to yourself.”

Phyllis believes everyone can write poetry. She should know. Now 87, she has been writing poetry since she was a child and discovered the form in the only books she could reach on the lowest shelf of her parents’ wall-to-wall bookcase. She has taught poetry at Stanford University, been awarded grants for her work, and has published a number of books, such as *Doris Day and Kitschy Melodies* in 2001 and *Criminal Sonnets* in 1997. She has twice had poems published in *The Best American Poetry* series.

Phyllis moved into the Jewish Home in June 2016. "I'd been living at another facility and was told about the Home. Everyone spoke glowingly of it," she says.

It was a good move for her in many ways, particularly the religious aspect, which Phyllis says is her favorite part. "I'm filling in what I haven't done with my life," she tells. While she grew up in "a typical Jewish household," she had not done much other than identify as Jewish in her adult life. At the Jewish Home, she participates in all Rabbi Sheldon Marder's programs.

The physical therapy at the Home was likewise a big draw for Phyllis. The gym is well-equipped, she reports, and she has excellent coaches. She appreciates that they are flexible and open to schedule changes when she discovers a cultural or musical event that conflicts with her physical therapy appointment.

Eating in between meals is noshing, foods you nosh are nosherei, I nosh pretzels and potato chips together. Children like to nosh rather than eat meals, adults can do both, they know to save room without being reminded.

FROM *HUNGER FOOD* BY PHYLLIS KOESTENBAUM;
JUNGLE GARDEN PRESS, 1979.

In fact, there are so many activities that interest Phyllis that "I'm doing as many things now as I did before," she says. She is also pleased with the companionship from the other residents. "It's exactly what I wanted. Intelligent, considerate, and generous human beings who happen to be Jewish."

As for the Home's staff, "they aim high," she compliments them and the excellent care she receives. "They want to give you everything you've signed up for."

In addition to staff's skill sets, Phyllis admires their efficiency. Talking about what it was like to raise four children, she says she had to be similarly organized in order to make time for writing poetry. Feminist poets Sylvia Plath and Anne Sexton had died and "that's when I began writing vigorously," she reflects. "The Women's Liberation movement also helped

poetry along. It used to be a private art, but with this activism, women started writing about their lives and it became more personal, and that's what people like."

Phyllis wrote her first poem when she was 8. "I didn't feel it was good, but I got a lot of encouragement from my teacher." She received encouragement later in her life, too, from many teachers, as well as United States poet laureate Robert Hass. "'Do you know how good you are?'" were his words to me," she recollects.

Phyllis has not yet written about aging. "I think it's about time I did," she declares. ▣



A duet with Life Enrichment coordinator Kamran Sanei enlivens the creative spirit.

Facing page: Phyllis Koestenbaum particularly enjoys Rabbi Sheldon Marder's programs. Rabbi Marder likewise takes pleasure in Phyllis's accomplishments, which includes discussing her published works.

23RD ANNUAL GOLF TOURNAMENT, DINNER & AUCTION

SWINGS AND STAKES HIT THE SWEET SPOT

Supporters, sponsors, and shot-makers teamed up at Lake Merced Golf Club in Daly City on May 22, 2017 for our 23rd annual golf tournament, dinner and auction, benefiting the residents of the Jewish Home of San Francisco.

From balls in play to winning auction bids, this fundraising event was once again a masterstroke of generosity, commitment, and caring. Due to all the entities involved, we raised more than \$240,000, including \$50,000 for the event's fund-a-need component, which will help us make much-needed renovations to the Jewish Home's beauty salon and upgrade the equipment.

There's something to be said about good people gathering for a good time and a good cause, and it begins – and ends – with a heartfelt *"Thank you!"*

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Instructor par excellence, pro Josh Zander fields a question at the golf clinic.



Ben Anixter (of blessed memory) and Patty Anixter.



Keeping it in the family are, left to right, Michael Eisler, and Shirley and Ben Eisler.



So close, Gerald Scher! Keeping their eyes on Gerald's ball are Robert Scher (background) and Bill Bassett.



It's tradition! The tournament's longstanding anniversary sponsor, Lynne Frank Page, shares her birth month (and hence a birthday celebration at the club) with that of the event's regularly scheduled one.



They've got the stance; they've got the pants. From left to right are Nick Durst, Donald Friend, Benjamin Friend, and Alan Greenwich.



Larry and Pamela Baer (left), coupled with Marian and Allan Byer, the event's entrenched reception sponsors.



Super golfer Jennifer Sills knows how to show them a shot or two. Not put to shame are, left to right, Ron Olander, Erik Hallgrimson, and Steven Hallgrimson.



Stopping to have their foursome shot snapped are, left to right, Joel Cruz, Ed Dizon, Don Williams, and Scott Kahn.

GOLF TOURNAMENT



Clubs to the foreground, gentlemen! Paying attention are, left to right, Steve Shakin, Andy Goodman, Peter Gleichenhaus, and Donn Levine.



Left to right: Keith Tandowsky, Steven Gomberg, Alan Schneider, and David Friedman strike a pose.



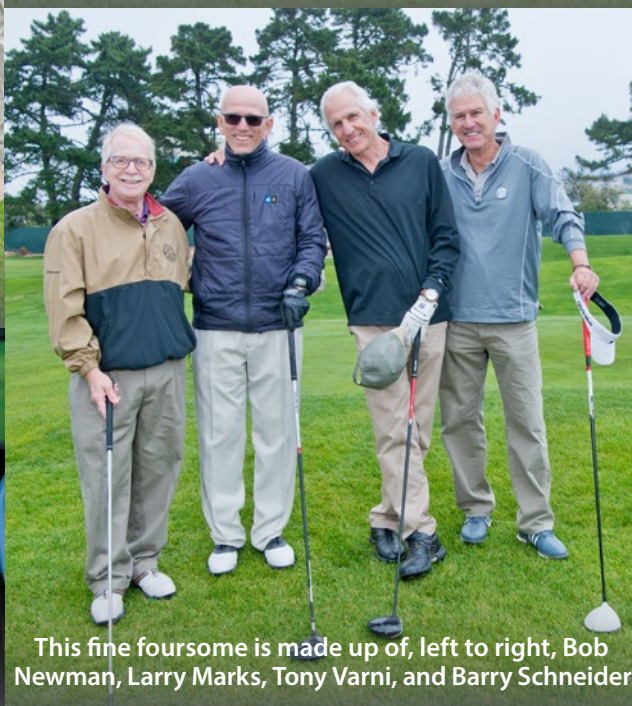
Sophie Sharp and Brian Perlman enjoying the dinner.



Stephen Hall wills on his putt. Ben Maeck is quite nonchalant about the result.



Captured at the cocktail hour are Alan and Sharon Levins.



This fine foursome is made up of, left to right, Bob Newman, Larry Marks, Tony Varni, and Barry Schneider.

SAVE THE DATE

Drive it home at the Jewish Home's 24th Annual Trans-FORE!-mational Golf Tournament, Cocktail Reception & Awards Ceremony

Monday, May 7, 2018
The Peninsula Golf & Country Club

Benefiting JEWISH HOME & REHAB CENTER, on the SAN FRANCISCO CAMPUS FOR JEWISH LIVING

Join Josh Zander, two-time Northern California PGA Teacher of the Year, at the golf clinic

Camaraderie, clubs, and contests on the course

Mix and mingle at the evening's lavish cocktail reception in the recently renovated PG&CC Clubhouse

Fabulous prizes await at the awards ceremony



Peter Pollat – planning pro, players’ promoter, and philanthropy’s fan.

TEEING OFF FOR THE GOLF TOURNAMENT OR COACHING BASKETBALL, HE KNOWS THE DRILL

“The Jewish Home is like an insurance policy,” states Peter Pollat. “You never know what the future will bring as you age. You never know when the Jewish Home may play an important part in your family’s life. It can really take a burden off a family.”

There are other significant reasons this Hillsborough resident has been an active and longtime Jewish Home volunteer and donor.

“Even though I didn’t have any relatives living at the Home, I’d heard so many good things about how it cared for seniors,” says Peter of his initial introduction to the organization. “I’d been on the boards of the Peninsula Jewish Community Center and the Jewish Community Federation, so when I was asked to serve on the Jewish Home’s board, it seemed like a natural way to branch out. I wanted to help ensure it for future generations.”

Peter served on the Home’s board of trustees for two terms, then followed it up with his involvement in the Home’s annual fundraising golf tournament, dinner and auction – firstly as a tournament committee member in 2003, then committee co-chair, and since 2005, chair of the event.

“I’m gratified with the community’s support of the golf tournament and the Jewish Home over the years,” he says, going on to mention that the Home’s beauty salon was the targeted area to benefit from the monies raised at the 2017 tournament.

“When this fund-a-need was spotlighted at the event, Abra Annes, the evening’s auctioneer, captured the camaraderie and warm spirit our residents experience in the salon,” notes Cyndi Kahn, who, as the Home’s special events and grants officer, works with Peter on the golf tournament. As a result, some \$50,000 was raised to renovate the Home’s beauty salon and upgrade equipment. “Peter is open to new ideas,” Cyndi says. “He wants the event to be relevant in a changing world.”

A retired dermatologist, Peter was born in the Bay Area, and apart from a brief exit to do his medical residency, has lived here his whole life. Although he plays a little golf, he is a more avid tennis player, and a major fan of basketball and the home team, the Golden State Warriors. “I was there when they won in 1975,” he says. “I think they’re fabulous and they’re fun to watch.”

But he is more than an observer of basketball; he is also a coach. He has coached varsity basketball at Burlingame and Half Moon Bay high schools, as well as local Maccabi teams. “It’s a fun way to give back to the community and be involved with kids,” he explains.

About philanthropy, Peter says: “It’s tough to say no when good causes come asking. You can make an excuse, but it’s much nicer to be able to help. The Jewish Home is a great organization and I’m glad I’m able to contribute.” ■

HONORING HER HUSBAND BY LEAVING A LEGACY

"I love the photos of Pat in her red coat," says attorney Linda Kramer about her client and friend Patricia Greenhood. "Pat had a real presence. She always commanded the room when she was here."

When Pat died in the spring of 2017, she left behind a generous bequest to the Jewish Home of San Francisco, even though, according to Linda, she did not have much of a connection with the Home. The contribution, Linda explains, was in honor and in memory of Pat's husband, Edward Greenhood, Jr., who died some 20 years ago.

Pat was not Jewish, but her husband was. She wanted to ensure he would be remembered in the Jewish community, thus she included the Jewish Home in her estate plan, with the donation in his name. Pat set up the estate plan while her husband was alive, Linda says. "Pat told me that when she originally decided to make the bequest to the Jewish Home, she turned to Edward and said, 'Sweetheart, what do you think about this?' His reply was, 'Sweetheart, that's so nice!'"



According to Linda, Pat was extremely philanthropic throughout her life. She included many charities in her donation list and modified the list frequently after reviewing the group's management. "She wanted to make sure the money was going to be used for people, not parties – for the betterment of the community," Linda says.

"She really did think about community, helping people to better themselves, working for victim relief, and supporting the underserved. I think her purpose in leaving money to the Jewish Home was to enable more people to take advantage of the services the Home provides."



An inveterate traveler, Patricia Greenhood met her husband, Edward, when she was a flight attendant. She brought her doings closer to home when she left a legacy to the Jewish Home in Edward's name.

Pat was not sweet, Linda cautions. "If she didn't like something, you knew it. She told it like it was. If she didn't feel the Jewish Home deserved this money, she never would have done it."

A serious traveler, Pat wanted to see as much of the world as possible, which she indeed did, says Linda. Her touring began as a young woman, when she took a job as a flight attendant, which is also how she met Edward, the man she would marry.

The couple did not have children, but as very much a dog person, Pat always had a canine companion, even until the last few years of her life. Active and energetic, she swam and walked until she got sick and could no longer do the physical things she liked.

After she had been ill for a while, she wrote Linda a note that began with the words, *I'm still here*. "She was a very funny lady," Linda muses.

Linda says she loved visiting Pat, when she was sure to be served tea and fig bars made from Pat's favorite recipe. "Pat was loved by so many friends. She's truly missed," Linda concludes. "She left an empty space in this world." □

DOING MORE IS NOT JUST A PIPE DREAM

Like many people who support the Jewish Home of San Francisco, Sarah appreciated how we cared for her parents during their later years. Even though her income was modest, she regularly answered our appeal for operating support. One of Sarah's recent gifts was accompanied by a note that read, "I wish I could do more."

Sarah died a little while ago. Before her death, she realized her will gave her the opportunity to do more than she ever could during her lifetime. Her bequest to the Jewish Home ensures that her legacy of support lives on.

The Jewish Home gratefully acknowledges these "planned" gifts through membership in the Home's Carob Tree Circle. Sarah has joined the many other thoughtful and generous people who recognize that appreciation for past deeds can translate into a shared vision for the future.



CAROB TREE CIRCLE

We thank these members for their foresight, appreciating those who are with us now and honoring those of blessed memory.

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As a nonprofit organization, the Jewish Home of San Francisco depends upon community generosity to maintain the excellent standard of its care, services, and programs. Your contribution helps us provide our residents with the highest quality medical and nursing care; ministers to their spiritual needs; and strengthens our creative arts, excursions and concerts, nutritional services, and lifestyle-enhancing programs.

Contributions to support and promote our provision of Jewish senior living services fuel the heart and soul of our community's promise to honor our mothers, fathers, and elders. It also answers the call to one of the basic tenets of Judaism – *tzedakah* or righteous giving.

While each of our residents has their own significant histories, they do have something in common: They have reached a time in their lives when they need care, which our remarkable staff provides consistently and compassionately.

With your meaningful support, the Jewish Home will continue to be this special place our community has known and trusted for 146 years, and a haven that provides our residents with the best in loving care and the utmost in human dignity.

Your tax-deductible gift shows how much you care. It is truly *g'milut chasadim*, an act of loving kindness.

There is no gift too small and every contribution is greatly appreciated.

For information about supporting the Jewish Home, please contact Organizational Advancement at 415.406.1107.

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With a contribution of \$613, you can support this joyous event and ensure that our residents – the people who are dear to all of us – celebrate their special days in style. As the birthday sponsor, you are also honored, receiving eight invitations so that your family and friends can celebrate with the residents. There is live music, some dancing and, of course, joining in the singing along to "Happy Birthday."



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PAYING TRIBUTE TO FAMILY AND FRIENDS

Honor an important occasion or the memory of a loved one by using the Jewish Home's tribute card service. The Home sends a beautiful card, designed with art created by our residents, to the individual who should know of your generosity and caring. With a \$100 donation or more, the loved one's and the donor's names are inscribed in the Home's Tribute Book.



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CALLING THE JEWISH HOME'S GOOGLE SHOPPER

When Jane Phillips makes a run to the Target megastore, you can be sure that quite a few Jewish Home residents will be checking items off their own shopping lists.

"A number of residents aren't able to take advantage of the regularly scheduled shopping trips, and it really gives me great pleasure to do it for them," Jane explains.

Whether it is picking up a personal item for a resident, accompanying groups on the Home's monthly shopping outings, or searching online for a good deal for resident Dulcie Martinez's favorite Jessica McClintock perfume, helping her friends at the Home get the things they need is just an example of how this vital volunteer enhances residents' lives.

"I call myself the Google Express shopper for the Jewish Home," Jane laughs.

Her connection with the Jewish Home began about seven years ago when she was looking for a volunteer position she could do with her dog, a 20-pound West Highland terrier. "Teddy is very cute and he cheers people up," she says. "I thought it would be a nice thing to do." →



OUR VOLUNTEERS



Resident Edie Shaffer and volunteer Jane Phillips share a love of words (both real and raunchy!), irrepressible senses of humor, and a genuine friendship.

She started visiting the Home on weekends, but once she retired from her teaching career, “I then had the time and energy, and became a regular,” she says about increasing her frequency to several times a week.

Teddy is a Jewish Home regular, too. He accompanies Jane when she makes her shopping deliveries and visits with residents. “He’s very mellow,” she points out, “and he adores being petted.”

“I love Teddy to pieces,” says 88-year-old Edie Shaffer, a seven-year resident and one of the people Jane and Teddy visit. The two humans met when Edie, a Scrabble enthusiast, was looking for someone to play with. As a former language arts teacher, Jane was a good match. “We were very competitive,” she recalls.

After a while, Jane suggested that Edie might enjoy the online Scrabble-like game “Words with Friends” that could be played on an iPad. Jane remembers that Edie’s first reaction was somewhat negative, but when Jane explained that, besides playing games, Edie could Facetime her grandchildren with an

iPad, she was sold. Edie’s children supplied the tablet and Jane the lessons.

“A whole new world opened up to Edie,” says Jane. “She now uses the e-mail and Messenger apps, Facebook, watches Netflix, and has about 16 Words with Friends games going – all things Edie, a night owl, can do in the comfort of her room and during those hours.”

“Jane and the iPad have changed my life,” Edie confirms. In appreciation for Jane’s services both to herself and the many other residents, Edie nominated Jane for a Council of Residents Kindness Award.

“I was so honored to be recognized,” Jane says. “It felt really great.”

In addition to her frequent visits, Jane contributes in numerous other ways to the Jewish Home. She escorts residents on various excursions, helps with the annual Chanukah show and Passover celebration (“I helped put together 400 Seder plates,” she reports), and sponsored the residents’ monthly birthday luncheon in February 2017.

She also gives her time and talent beyond the Jewish Home, walking dogs at San Francisco's Animal Care and Control, and tutoring youth at author and program co-founder Dave Eggers' 826 Valencia, a nonprofit organization that supports under-resourced students with their creative and expository writing skills, and helps teachers inspire their students to write.

"Volunteering makes me feel good," Jane says. "It's my way of giving back and being a good Jew." ▣

Join Jane and discover the difference you can make in the lives of others by volunteering at the Jewish Home. Contact our Volunteer Services department at 415.469.2229 to discuss the range of fulfilling opportunities to match your interests.

Teddy has a whole bag of tricks he will turn for a dog treat, which delights everyone seeing this adorable bundle on the pet-friendly campus.



JEWISH HOME SERVICE VOLUNTEERS

We gratefully recognize the following individuals and the generous giving of their time, talents, and abilities to enrich the lives of our older adults. Names reflect involvement from July 1, 2016 through June 30, 2017.

Claire Abent
John Abiol
Oona Alexandra-Villaluna
Natasha Alvarado
Mark Alvarez
Mikaela Amble
Susan Amdur
Barbara Anderson
Kelsey Anderson
Nancy Aron
Chidera Maryjoy Asuzu
Christoper Avalos
Noreen Azucena
Nyrill Azucena
Mai Badr
Laurie Barkin
Susan Barnett
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Hadas Ben-David
Angel Benjamin
Jonah Benjamin
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Daniel Chin
Grace Ching
Eric Chu
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Angelica Colmenares
Kassidy Corbin
Sandra Cordonero
Nathan Crummett
Jose Cuellar
Jolly-Johwyn Curameng

Mina Dang
Alyanna Daulat
Alyssa Daulat
Carlo De La Cruz
Fernando Delgado
Elizabeth Diaz
Kelly Doran
Joshua Duenas
KeShay Dumetz
Jaime Eisen
Jensen Espiritu
Daryll Ferrer
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Cameron Fleischer
Eve Friedman
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James Gaddi
Bill John Ganancial
Debbie Garcia
Jessica Garcia
Frances Gensberg
Elizabeth Gertsberg
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William Gnos
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Liane Herzberg
Harriet Heyman
Carol Hicks
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Roselynn Itelson
Bin Jiang
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Adrienne Jonas
Natalia Kabanava
Michella Kahanding
Marty Kassman

Stephen Katten
Catherine Ke
Maya Kec
Aidan Kelly
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Debra Kirschenbaum
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Jaycie Moller
Cynthia Morell
Waheeb Mukatash
Christie Navarro

Charna Newmark
Holley Newmark
Casey Nez
Nicholas Nido
Marleen Norman
Yuko Okuyama
Liam O'Reilly
Ava Oreskovic
Daemon Orr
Jenkin Ortega
Kenny Ou
Ellyn Jane Pada
Kara Passaro
Anthoni Patel
Zoe Pedersen
Jane Phillips
Celine Pourmoradi
Kameron Powers
Cheryl Price
Kimberlyn Quon
Denaysia Rabb
Isabell Ramirez
Brandon Raymundo
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Deidre Rettenmaier
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Nathan Robinson
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Sofia Rodriguez
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Daniel Ronco
Edward Rudolph
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Rachel Sanborn
Evelyn Sanchez
Fatima Sanchez
Earl Santamaria
Virginia Sapp
Marleen Schroder
Susan Schulman
Alysha Schwartz
Kurt Schwartz
Janis Seeman
Maria Sembrana

Edith Shaffer
Noreen Shaikh
Paul Shkuratov
Claire Shor
Shira Shore
Laney Silverman
Katie Somera
Matthew Staviv
Cathy Steirn
Jill Stracko
Lyle Surio
Carol Tabak
Christian Tabbada
CynnTimer Tam
Michelle Tandowsky
Oscar Ticas
Jason Timko
Pheona Tippens
Alexander Titarenko
Kennedy Toro
Or Tregger
Chloe Trinidad
Krystal Trinidad
Lissette Trinidad
Wing Tsui
Betty Tu
Joivenai Uribe
Yelena Vaksman
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Aaron Yee
Jennifer Yim
Helen Yuen
Linda Zipperstein

OUR COMMUNITY PARTNERS 2016/2017

We gratefully acknowledge the following community organizations, agencies, and facilities, whose active collaboration and involvement over the past year have greatly enhanced the care, programs, and services offered by the Jewish Home of San Francisco.

Acclaim Homecare
achieve
Aging Services of California
Alzheimer's Association of the
Greater San Francisco Bay Area
American College of
Traditional Chinese Medicine
American Jewish Committee
of the San Francisco Bay Area
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of Professional Geriatric
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of San Francisco middle school
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and Brain Health Innovation
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Case Management
Society of America
City College of San Francisco
Coming of Age
Concentra Occupational Health
Congregation Beth Am
Congregation Beth David
Congregation Beth El
Congregation Beth Israel-Judea
Congregation Beth Sholom
Congregation B'Nai Emunah
Congregation Emanu-El
Congregation Kol Shofar
Congregation Ner Tamid
Congregation Rodef Sholom
Congregation Sha'ar Zahav
Congregation Sherith Israel

Contemporary Jewish Museum
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Employment Plus
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Excelsior & Outer Mission
Neighborhood Strategy
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Felton Institute
Gift Planning Forum of Sacramento
Girl Scout Troop 62422
Golden Gate Opera
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Healing Beyond Borders
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Hebrew Free Loan
Teen Fellowship Program
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Hebrew Union College
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Hill Physicians
Hospice By The Bay
HUB International
Immaculate Conception Academy
Ingleside Police Station
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J. the Jewish news weekly
of Northern California
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Kalsman Institute on
Judaism and Health
Kehillah Jewish High School
Kung Pao Kosher Comedy
LeadingAge

Lick-Wilmerding High School
LifeSprings Hospice
Lisa Kampner Hebrew Academy
Local Independent
Charities of America
Lowell High School
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Memory Care Café
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Mission Bay Community Church
Mission Kids Co-op
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Music Teachers Association
of California, San Francisco Branch
National Association
for Visually Handicapped
NCP College of Nursing
New Jersey Y Camp
Northern California
Planned Giving Council
Ocean Beach Veterinary Clinic
On Lok, Inc.
Oshman Family Jewish Community
Center of Palo Alto
Pathways Home Health & Hospice
PBS-TV
Peninsula Jewish Community Center
Peninsula Temple Sholom
Phillip & Sala Burton High School
Private Industry Council
of San Francisco
Professional Grief
Caregivers Network
Rhoda Goldman Plaza
Rogue Valley Youth Ensemble
Russian Veterans Organization
Saint Ignatius College Preparatory
Salesforce
Samuel Merritt College
San Francisco Bioethics Committee
San Francisco Conservatory of Music
San Francisco
Department of Elections
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Station 32
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San Francisco Jewish Women's Fund
of the Federation
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San Francisco School of the Arts
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San Francisco SPCA
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SEIU Local 2015
Senior Center Without Walls
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Taube Koret Campus for Jewish Life
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Touro University School of Pharmacy
Union for Reform Judaism
Unite Here Local 2
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Unitek College
University of California at Berkeley
University of California at Davis
University of California
at San Francisco
University of California
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University of San Francisco
U.S. Healthworks
Veterans Administration
ViBO Music School
VITAS Hospice
VolunteerMatch
YMCA After School Program
Young Adults Division of the
Jewish Community Federation
Zen Hospice Project

GIFTS IN KIND

The following individuals, businesses, and organizations have contributed goods and services to the Jewish Home of San Francisco from July 1, 2016 through June 30, 2017. We sincerely appreciate their support.

Doi and Thomas Adams
Larry Baer and San Francisco Giants
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John D. Carter
Glenda and Steve Castelli
Victoria Chen
Robert W. Clark
Dyan Dreisbach

Judith-Kate Friedman
Haas Brothers and
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International Pastry
Stewart Karlinsky
KIND Snacks
Jacquelyn Richey and Todd E. Krieger
Harold Kruger
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The Lipton-Mashbein Family Trust
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Moss Adams, LLP
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Alan Schneider

Jennifer and Jason Sills
Diane Olmstead and Matthew Slepik
Southern Wine & Spirits
the girl & the fig
U.S. Foods
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Katelyn Webb
Kinson Wong – R&G Lounge
Anonymous (1)

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146 years of leading and enriching the lives of older adults ... and we're just getting started.

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ON THE WEB

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An innovative network serving senior adults and their families across the Bay Area, Jewish Senior Living Group welcomes all to share our vision: to live, grow, and flourish, at any age. jewishseniorlivinggroup.org

STARS

Short-term specialized medical and rehabilitation services help older adults regain their strength and capability after illness or injury, usually following their stay in an acute hospital, and with the goal of returning home. Learn more about STARS, a Jewish Home center of excellence, at jhsf.org/stars

ACUTE GERIATRIC PSYCHIATRY HOSPITAL

As one of the only enterprises in 14 Bay Area counties that ensures the emotional and mental health of seniors through its on-site acute geriatric psychiatry hospital, the Jewish Home is filling a significant gap. We are licensed by the Department of Public Health to admit voluntary and involuntary patients for acute, short-stay needs. Find out how our specialized care can help by going to jhsf.org/psych

JEWISH HOME

See how our planned site redevelopment and transformation is designed to respond to the current and future needs of our community. Read about our comprehensive services for seniors, including exceptional extended care for some of our community's most vulnerable elders. Realize that you can give the gift of time by joining our corps of volunteers, or that you can plan for your legacy, and that of the Jewish Home's, through planned giving. jhsf.org

MOLDAW RESIDENCES

Located on the South Peninsula in Palo Alto, Calif., Moldaw's life plan community on the Taube Koret Campus for Jewish Life is a progressive concept that goes beyond whatever you imagined a retirement lifestyle could be. Explore the range of living options, services, amenities, and opportunities at moldaw.org.

JEWISH HOME & SENIOR LIVING FOUNDATION

This charitable foundation promotes and supports Jewish Senior Living Group, the mission and activities associated with the Jewish Home of San Francisco, Moldaw Residences, and network affiliates. Visit the Foundation's website, where you can take the opportunity to donate online. jhslf.org

E-COMMUNICATIONS – JEWISH HOME

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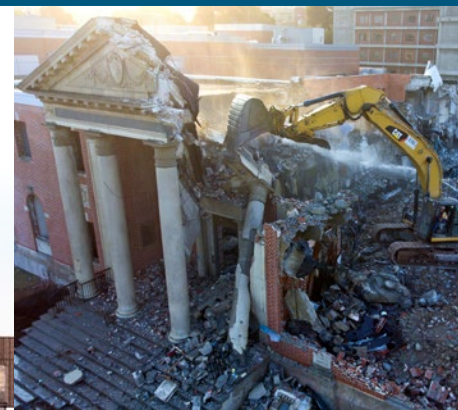
Main Jewish Home building, circa 1950.

KEEP UP, AND GET UP CLOSE, WITH OUR CONSTRUCTION PROJECT'S WEBCAM

Follow the progress of our transformational project and campus redevelopment through our webcam that feeds the images in real time. From the big picture to the details, you can be with us every exciting step (and stone) of the way. sfcjl.org/boldvision is the link to the look-see.



Campus aspect (rendering), spring/summer 2019.



Demolition, October 2017.

